



// Emerging techniques of **advertising** and **new funding models** for  
**audiovisual media services**

# About.egta

// our objectives



1.

// Who are we?

European trade association for marketers of **advertising solutions across (multiple) screens and/or audio platforms**, with the aim to optimise revenue around the **content edited** and broadcast on a **linear basis** by their TV channels and/or radio stations.

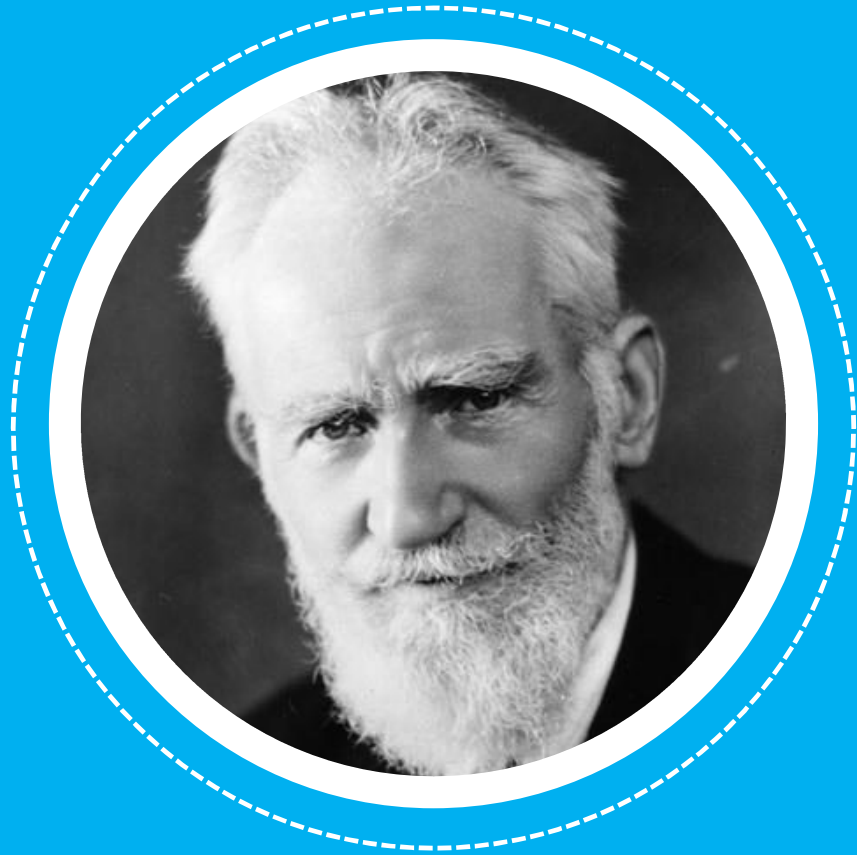
2.

// Our mission?

Assist and enable television sales houses to **monetise effectively audiovisual content through advertising solutions**, regardless of the device or platform it appears on.

# our.members





“

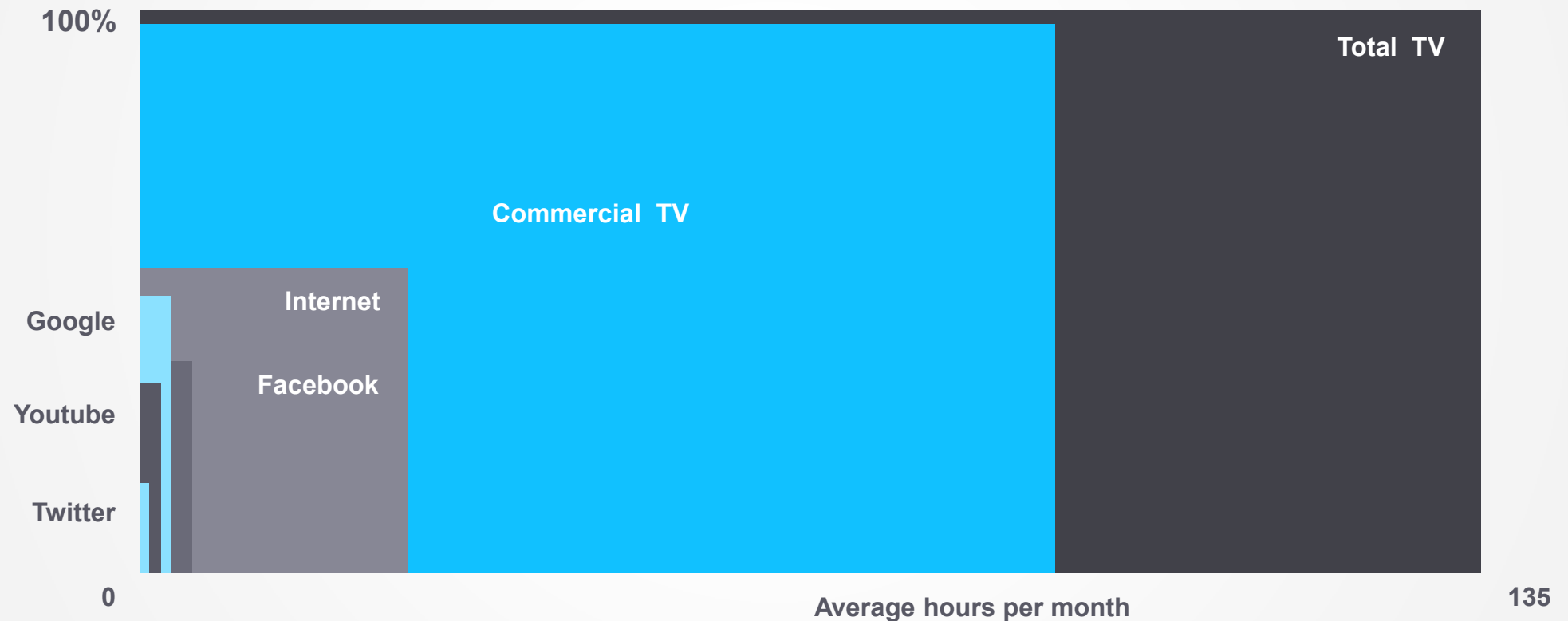
It is the mark of a truly intelligent person to be moved by statistics.

// **George Bernard Shaw**

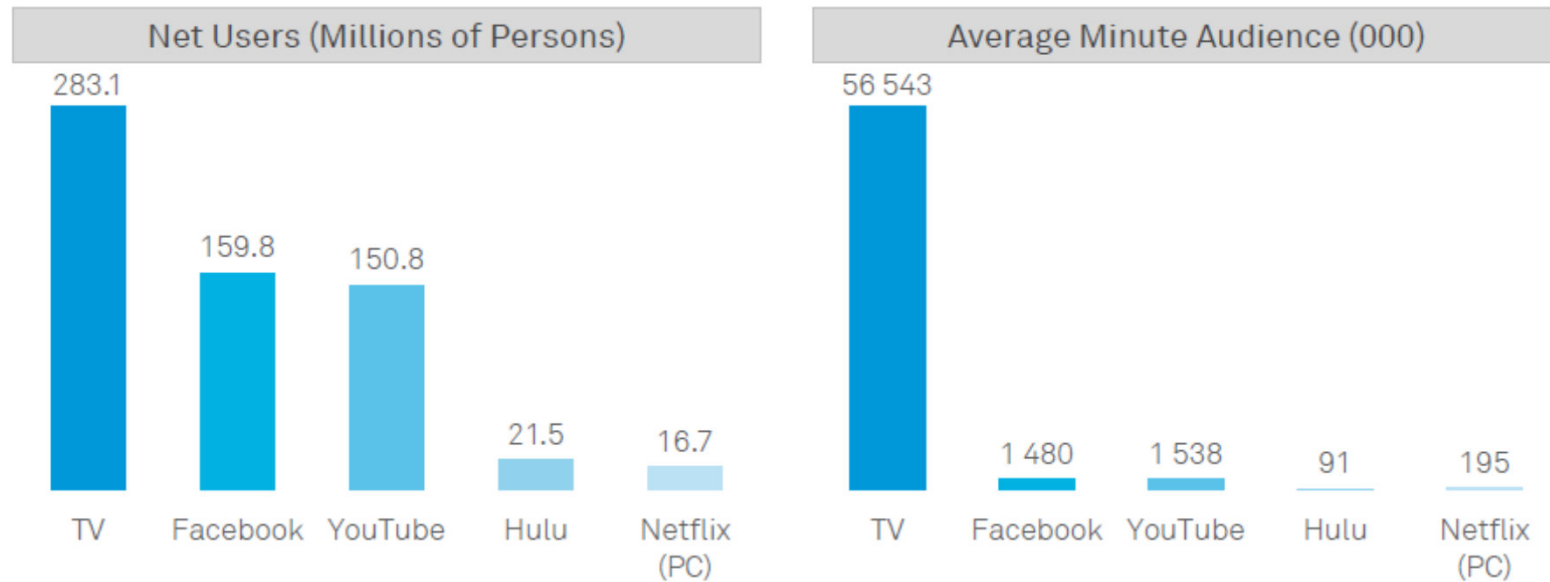
# Monthly reach & time spent in media

// Source: Thinkbox

UK Population Reach



# Metrics matter



Source: ARF, based on Nielsen and ComScore figures for June 2012

In 2012 Europeans (individuals) spent **8 min. more / day** on average **watching TV** than in the previous year

In 2012 the **daily average viewing time increased** in 24 out of 38 European Territories (compared to 2011)

**Over  $\frac{3}{4}$  of global consumers watch online video** (whether on PCs, connected TVs or mobile)

**91% Internet traffic will be video by 2014** (it made up about 40% in 2012!!)

**> 1bn mobile devices in 2013 alone that are video enabled** (PC shipments DOWN 13.9%)

# The consumer landscape ...

// How to cater to the **growing sophisticated video consumers** and **second screen audience?**



1.

// **Devices become TV audience and revenue boosters:**

Broadcasters use programme specific apps to maintain viewer attention and to monetise it.

2.

// **Broadcaster's strengths:** access to high quality video (TV) content, being known and trusted brands.



**// Creating viewer engagement & additional revenue**

... by using companion screens should not be done at the expense of main screen advertising revenues, but rather enhance it.

**// Adding social, interactive & commercial layers**

... to the TV experience creates a new synergy broadcasters are able to leverage.



# Revenue models

// ... **business** in **practice**

## // **Digital Companion Ads**

Synced to the Exact Second the Ad Runs on TV

## // **Contextual Search**

Search Results Are Specific to What You Are Watching

## // **Social Commerce**

Sell Items Synced to the Show

Push Targeted Ads Via Participation TV platforms

## // **Promotions**

Super Bowl, World Cup, Watch and Win

## // **innovation in practice**

An example from RTL Nederlands of strengthening consumer engagement, interest and advertising opportunities.



# Some causes for concern

// ... to protect the **future**

// 1.

Regulated and unregulated content are increasingly hard to distinguish, potentially leading to consumer harm.

// 2.

Any future regulatory framework must cover all the players involved.

// 3.

Third parties have the ability to disrupt the traditional value chain – the fight for eyeballs is on and every stakeholder is looking for a business model that fits.

# To sum up ...

// ... final **thoughts**

// **1.**

Consumers are multi-screenerers.

// **2.**

Watching Television with a Smartphone or tablet device is one of the most popular leisure activities of the mobile era.

// **3.**

Television drives app usage and app usage accompanies TV.

// **4.**

Television still has the biggest reach.



“

Coming together is a beginning, staying together is progress, and working together is success.

// **Henry Ford**

# Thank you

// contact



// **Conor murray**

**Regulatory & Public Affairs Director**

**[conor.murray@egta.com](mailto:conor.murray@egta.com)**